

TRADE STORY IN THIS WEEK'S ISSUE.

The story of the business side of Bay St. Louis is told in a special feature appearing in this week's Echo on the front page. The feature represents the business side of the community and in turn help build the community. They have made The Echo's enterprise of a trade story possible.

SUBSCRIPTION \$2 PER YEAR—ALWAYS IN ADVANCE.

The Star-Gazette Echo

BAY ST. LOUIS, MISSISSIPPI, SATURDAY, AUGUST 25, 1923.

TRADE AT HOME—IT PAYS.
"Buy it in Bay St. Louis is the price slogan. It is splendid citizenship with the business and the community. Where would the community be to trade at home? Try it! It pays."
St. Louis is the obligation of people who make its prosperity possible. The existence of its people failed to trade at home. Trade at home.

32ND YEAR—NO. 34.

BOOST BAY ST. LOUIS! TRADE AT HOME—IT PAYS

MERCHANTS HERE ARE LEADING IN LOW PRICES—SURVEY SHOWS BAY ST. LOUIS BETTER EQUIPPED THAN EVER TO LOOK AFTER YOUR WANTS

Bay St. Louis again takes the lead over her neighboring cities as the trading center in this section of Mississippi. This summer more than ever before has trade from the outlying territory increased. The advent of good roads, bargain days, larger stocks, brighter stores and better service have been felt by the business houses here.

More and more efforts being made by our business men to keep this trade on the increase. They are making prices more attractive, putting in larger and even more up-to-date lines and offering to the buyer service unequalled before. The latest move on the part of the business places here is to meet or even beat prices of outside competition wherever possible. And in most every case the careful buyer has found that by buying at home he is not only getting things for the same money or less, but is getting the personal service of the business men and shopping is really made a pleasure.

No city in the South has made greater progress in the matter of civic improvements. The roads leading into Bay St. Louis are not excelled by any in the United States.

It is The Echo's sincere belief that Bay St. Louis possesses every requirement to fill the wants of the people in this section, and we trust the following presentations of the business places here will merit the careful consideration of those who live within its trading radius.

Make Bay St. Louis your trading center. Meet the business men. Ask them to give you prices and compare them with outsiders. You'll find it pays to trade here.

BAY JEWELRY STORE.

The Leading Jeweler.
In and around Bay St. Louis Mr. Gus E. Templett enjoys the reputation of conducting one of the most reliable and up-to-date jewelry stores in this section of the State. He has been in business so long that he is known to every inhabitant and a majority of the traveling public.

This store is most modern in every detail. The stock is large enough to satisfy the most discriminating buyers, carrying only the highest grade watches, rings, silverware and other articles which the modern jewelry store sells, including a wonderful assortment of precious stones.

The watch repair department is given diligent attention and satisfaction is assured, no repair job being too delicate for his efficient watchmaker. He also is an expert on high-grade engraving, enjoying a large measure of business in this line.

Another useful adjunct to this business is the optical department, being thoroughly equipped to fit glasses for any kind of eye trouble. Many satisfied customers can testify to the correctness of the optical work.

The Bay Jewelry Store's stock of kodaks and supplies is most complete. Also the latest hits in the Q. R. S. Player Rolls, sheet music and records are to be had here. This is also the sole agency for Columbia Gramophone and the Kimball Pianos and Phonographs.

Owing to Mr. Templett's policy of courteous and dealing he can feel assured of continued success.

W. E. ACKER.
"Garage and Service Station."

Many towns of much larger size than Bay St. Louis would feel proud to be able to boast of a garage and service station the equal of W. E. Ackers shop.

The tourist passing through or stopping for a while here has no more reason to be skeptical about his service or repair work than are the residents of this vicinity, who through their confidence in this establishment have been instrumental in its continued growth.

Their mechanic shop is prepared at all times to handle any work that may be necessary upon your car.

Their line of accessories is the most complete in Bay St. Louis—the autoist can secure here anything that he may desire. Here also is a gasoline filling station dispensing "Liberty Bell" gasoline and Motoline, the "Perfect Motor Oil."

The Goodyear and Gates line of tires and tubes are handled and the securing of this line bespeaks the business judgment of this progressive business firm—for the car owners who have used Goodyear and Gates tires and tubes need not be told of their merits, because they rank among the leaders.

The motorist who is familiar with the type of "battery service" which a Willard Station stands for, need have no hesitancy in patronizing this service station.

In addition they are an authorized Ford Service Station.
Due to Mr. Ackers' courtesy and exact service, he is assured of continued success.

O. T. ARNOLD.
"Shoes and Hosiery."

appearance of anyone, be they young or old, man, woman or child.
The famous "Douglas" shoes for both ladies and gents, are the leading line, to say nothing of the other high-class footwear carried by this concern, and priced as low as is consistent with the quality of same.

A full line of bathing shoes will also be found here.
Hosiery is another article of wearing apparel that is indispensable to the fairer sex, and the well-known Orvis "Point-to-Point" line is displayed here and among it can be found hosiery to suit the most fastidious purchaser.

Bay St. Louis is indeed fortunate to have within its midst an establishment of this character, and the people of this vicinity will do well when in need of footwear and hosiery to least look over the complete stock that is carried by this store.

"DAD" MANIER'S HOTEL.

Popular Commercial Hotel.
Any city that enjoys as much popularity as a summer resort as Bay St. Louis must necessarily have good hotels. To fill this need here, "Dad" Manieri conducts a neat and modern establishment, where clean and prompt service is dispatched at all times. Nowhere on the Coast will the traveler feel more at home.

"Dad" Manieri is the type of progressive hotel man, who through his years of experience with the traveling public in all walks of life, has gained a wide knowledge of man's wants and desires, and profiting by this experience leaves nothing to be desired in the way of comfort and service.

In this restaurant is served a daily lunch, and "short orders" may be had at all hours of the day or night. One of its notable features is its French and Italian style of cooking. The cuisine is unsurpassed anywhere in this vicinity, and the refreshing "Dixie" near beer is always on draught, and ice cold.

The commercial traveler is attracted to this hotel because of its excellence and the convenience of its location; here also is the rendezvous of the sporting fraternity when they happen to be passing this way.

During the present season "Dad" Manieri is enjoying his usual measure of patronage and anticipates an even greater Bay St. Louis.

BAY MERCANTILE COMPANY.

Reliable and Popular.
Of all the stores that give service to Bay St. Louis, and vicinity, there are none that supply more satisfactorily the needs and wants of its patrons than the Bay Mercantile Company. Mr. Osinach, the able manager of this community, has been in business in this community for over forty years, and during this time has earned the honor and respect of all who know him.

The complete stock carried by the Bay Mercantile Company makes this store indispensable to this community—in fact, it is the most complete store in Hancock county, and great emphasis should be placed upon the extensiveness of their various lines of merchandise.

The Bay Mercantile Company's stock includes hardware, house furnishings, floor coverings, paints, varnishes, dry goods, ladies' and gents' clothing, Charter Oak and Red Star Detroit Vapor Stoves, a full line of Arrow aluminum, ship chandlery and the equally famous Beacon shoes and the equally famous Stetson hats for men.

A full and complete line of furniture is stocked and anything for the furnishing of the home, from the parlor to the kitchen, may be found here, and in a variety to please the most fastidious buyer, and the courtesy which is extended their patrons makes it a pleasure to make your selections here.

Throughout the years that this firm has been in business they have established a reputation for square dealing and courtesy to all of their patrons. Service is their watchword, and their prices are reasonable enough to cause the people hereabouts to buy at home rather than seek other markets.

The Echo congratulates this concern upon its achievements, and wishes it continued success.

C. C. McDONALD.
Builders' Supplies and Feed.

The establishment of C. C. McDonald is one of the important factors in the commercial life of this section, for they are extensive dealers in rough and dressed long leaf yellow pine, sash, doors, blinds, mouldings, flooring and building material of every description.

Their stock of beaver board, lime, cement, nails, brick and all sorts of paints, varnishes and vulcanite roofing material is in this section. This is the exclusive agency in this country for Sherwin-Williams paints.

They have been established for years and are known by everyone in this vicinity. To them belong long great credits for the quick dispatch with which all of Bay St. Louis' needs along these lines are fulfilled.

C. C. McDonald is the distributor of Purina, Hen Chow, Purina Cow Chow, and Purina Chowder, the famous poultry and stock feed. These products are recognized as having no superior.

This firm is well known and esteemed by all with whom they have had business dealings. This business was founded upon the policy of good service and fair dealings to all of their customers, and in pursuit of these principles this business has attained such enormous proportions as to have made them the largest firm of its kind in the country.

From the time the first of the year, they have been the largest firm of its kind in the country.

Shoes are not only attention to the appearance of anyone, be they young or old, man, woman or child.

The famous "Douglas" shoes for both ladies and gents, are the leading line, to say nothing of the other high-class footwear carried by this concern, and priced as low as is consistent with the quality of same.

A full line of bathing shoes will also be found here.

THE MERCHANTS BANK AND TRUST COMPANY.

"The Bank Where You Feel at Home."

The basis of optimism is money in the bank and good credit. Untold numbers of successful business men who are pointed out as "A self-made man" really owe and frankly attribute their advancement, development and growth to the untiring aid and advice of their banker.

We simply mention this as a preface to the fact that the officers and directors of the Merchants Bank are constantly alert to render constructive advice and offer support in carrying out the aims and ambitions of their depositors to the end that they may grow and prosper and in this way add to the prestige of this banking house as a clearing house of successful men and institutions.

The service of the Merchants Bank, with its capable and conscientious officials, enables you to transact business in a manner that would be impossible without the aid of an able and intelligent banker.

George R. Rea, cashier and vice president, has been associated with this bank over twenty years, an intimate acquaintance with the bank's affairs has given him an institution so long a continuous and highly successful service as Mr. Rea.

You may open a checking account for the convenience of paying your bills. A savings account can be opened for as small an amount as one dollar, and earn interest at the rate of 4 per cent per annum. You may rent a Safety Deposit Box where your valuables can be kept in absolute safety.

The Guaranty Fund of the Mississippi State Banking Department, protection to the deposits of the institution.

As a matter of fact the bank has years of experience in the business is at your command. Merchants Bank and Trust Company, 155th Howard Street, Bay St. Louis, Mississippi.

The Finest in the South.
Bay St. Louis is the home of the finest Ford service Agencies in the South. Mr. Norman, the Edwards, Bay St. Louis, has a crown and a prospect. This concern keeps on hand all parts of the famous universal car and sells anything from a bumper to a tail light. This firm also handles the Lincoln Cars and Fordson Tractors with every attention that helps the farmer bring forth a record crop.

Mr. Norman typifies the Ford dealer spoken of by one writer in a late issue of the Fordson Farmer. It runs: "I am the Ford dealer. I stand among you as the personal representative of an industrial organization that has done much to make life more worth living in the city and on the farm, and that has done much to make the word service have life, breath and action, than any other."

"I add to the joy of millions by making it possible to enjoy life more through the chance to travel at a price well within the reach of the most humble."

"I make farm life more worth living by making it possible for the farmer to raise bigger crops at least expense, and at the same time permit him to do away with much drudgery of farm work."

"I am engaged in selling Ford Cars and Fordson Tractors, which means that better business, increased profits and the life more worth living in this community."

"I am the Ford Dealer."

BAY HOTEL CO. OFFERS STOCK FOR SALE FOR NEW COMPANY.

After being without a hotel of any magnitude for the season just passed, the citizens of Bay St. Louis, and especially the business people of the community, surely realize the enormous loss entailed by such a condition.

The officials of the Bay Hotel Company, of which Mr. H. S. Weston is president, to fill this urgent need have concluded to build, on the site of the old hotel that burned, a new fireproof hotel building that will surpass in beauty, comfort and service anything on the Gulf Coast.

It is the earnest desire of the hotel company that sufficient of the capital stock of the company be subscribed for by the citizens of Bay St. Louis and surrounding country to show their good will and assure their cooperation in this enterprise so necessary to the upbuilding and prosperity of the community.

From past experience and present indications it is fully believed that the investment, aside from its worth as a business and community builder, will be a fine paying investment.

The hotel company is offered by men of the very highest standing, whose honesty and integrity are unquestioned and whose name at the head of any business means success.

The stock is now on sale at the Bay Hotel and is being sold at a price expected that men and women of every business and occupation subscribe for a reasonable amount of this stock, both for the enrichment of themselves and as a help to the community in which they live.

The plans are now in the hands of the contractors for bids, and to avoid delay those who will subscribe should do so within the next few days.

Ask for full information at the office of The Bay Hotel, on the hotel grounds.

BAY HOTEL COMPANY,
Bay St. Louis, Miss.

Hancock County Bank,

BAY ST. LOUIS, MISSISSIPPI.

RESOURCES OVER ONE MILLION NINE HUNDRED THOUSAND DOLLARS.

NO ACCOUNT TOO SMALL TO SERVE.

As the farmer prospers, the community grows. Just as the prosperity of the nation is dependent upon the financial condition of its farms and agricultural interests, so is the prosperity of each county and community determined by the success of its farmers.

The HANCOCK COUNTY BANK realizes this fact and the management has for several years past encouraged and helped in the important work by improving the agricultural conditions served by it.

Our services are always readily extended to the farmer in every way he may wish to use them consistent with sound banking.

We want the farmers of this territory to make the HANCOCK COUNTY BANK their financial home and let us serve them, and in a spirit of kindness, courtesy, sympathy and genuine sincerity.

"DUD" CARVER STILL "THE PRIDE OF THE BAY."

Boxing Exhibition Monday Evening at the Armory, Howitzer, No. 155, M. N. C. G. Good Card—Gives Quina of Mobile a "Smasher" Across Jaw.

A very good exhibition of the manly art of boxing was put on at the Armory of the 155th Howitzer Company of the National Guard, on Monday last.

The card contained two excellent preliminaries, a corking semi-final and a main bout of note.

"Dud" Carver, the Pride of the Bay, boxed Young Quina, of Mobile, Ala., in the main. The fight was scheduled to go eight rounds, but Dud knocked out his opponent in the last second of the fifth round with a smashing right cross to the jaw.

Quina was "saved" by the bell, but when the count's rest was over and the going sounded for the sixth round he was unable to respond, being still in a dazed condition.

Clarence Randolph, of the Bay, and Dwarf Peterson, of the Kiln, met in the semi-final, and gave a very good exhibition for four rounds.

The opener was a four-round affair between Young Firpo and Kid Brennan, Firpo getting the decision after a slashing contest.

The next was a rather cautious discussion at arms length between Kid Thacano, of the Bay, and Young Peterson, of the Kiln, which resulted in a draw being awarded.

Altogether the exhibition was one well worthy of the Howitzers, and their contests should be patronized by every sport-loving man, as the cause in assisting the soldier boys who are so highly recommended.

STANISLAUS COLLEGE TO OPEN SEPT. 6.

The sixtieth Session to Open Thursday, Sept. 6th, for Boarders and for Day Scholars on Day Following—School for Young Men and Boys.

As per advertisement, appearing elsewhere in this issue of The Echo, the sixtieth session of St. Stanislaus College, Bay St. Louis, will begin Thursday, September 6th, boarders admitted on that day and for day scholars on Friday, September 7th.

St. Stanislaus College, boarding and day school, for young men and boys, with preparatory and high school courses, receives increased patronage annually. It solved the one great question in the home, "Where to send the boy."

With improved facilities and new buildings and equipment to be completed by January 1st, there will be a larger attendance and the same high quality mark of work will again be present.

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At that time the postoffice was located where the Bay Cafe is situated today, on the beach, near head of Main street, later destroyed by fire. The first year Mr. Saucier was appointed postmaster was in 1893.

He had The Echo of the day following to correct this rumor. In those days it was considered only the rich and affluent could have turkey for Thanksgiving. Mr. Saucier, democratic in taste and manner, scouted the very idea. He had this paper to say what he really did have for the family dinner on that day of thanks, and that was an old frizzly rooster that had seen several seasons. The incident caused much mirth and the joke comment and several of the Echo papers commented on it in a like way.

Was J. P. Before Becoming Postmaster.

Mr. Saucier was elected justice of the peace in 1893, or rather he took the oath of office January 1 of that year, and subsequently resigned to take oath of office for the federal position.

Mr. Saucier held various county offices in addition to his post office. In 1901 he was elected county treasurer, succeeding J. Gilmore Fayard, filling an unexpired term.

In 1903-04 he served as sheriff and tax collector, succeeding Jos. F. Cazenave, and in 1907 he was elected tax assessor for a full term.

In 1912 he was appointed deputy clerk of the courts by Clerk A. A. Kerrosien, and held this trust with ability and satisfaction to all concerned until he resigned to accept the appointment as postmaster by President Wilson, and which he held until last week.

In addition to the various offices of public trust, Mr. Saucier has held other positions of responsibility. In 1904, before becoming county treasurer, he assisted organizing the Hancock County Bank, and with Eugene H. Roberts as cashier he served as assistant. His wide acquaintance over the city and county brought many friends and customers to the bank, and was largely instrumental in helping build up the bank's clientele.

In 1905, when the Merchants Bank was organized, he also became connected with that institution and served as one of the assistants. His ability and experience fitted him for any position of trust, and where the work was exacting and the details of importance.

Mr. Saucier is a son of Evariste

MR. SAUCIER RETIRES FROM POSTOFFICE AFTER LONG SERVICE

Served Two Consecutive Terms as Bay St. Louis Postmaster and One Term Under President Cleveland—Long and Faithful Service Noted.

NO CITIZEN HAS HAD SUCH VARIED AND ACTIVE PUBLIC CAREER.

In Addition to Federal Office Has Served His County in Capacities of Sheriff, Treasurer and Assessor—His Best as Justice of Peace.

Retiring from the Bay St. Louis postmastership on August 15th, 1923, at 6 o'clock, and turning the affairs of the office to the keeping of his successor, Joseph Evariste Saucier completed his second consecutive term as postmaster of Bay St. Louis and retired from the service of his government, covered with the honor and regard of his fellowmen such as only comes to those who have been loyal to their trust, unflinching in the discharge of arduous duties and faithful to every confidence reposed in them. This is, indeed, a very handsome tribute, but it is in every word, in every phase of sense and meaning, a fitting recognition of a life well lived.

When Mr. Saucier retired on the evening of the date aforementioned he had served 30 years, 5 months and 8 days. Although entitled to vacation, with pay, he never took a day off, but gave Uncle Sam, his employer, all of his time.

Joseph E. Saucier, a native of Bay St. Louis, and a scion of one of the oldest and representative families of Bay St. Louis in the time of its pioneer days, over one hundred years ago, has had a career of public service that comes to few in a lifetime. In fact, such varied life, rich with service to the public and high in trust, comes but seldom.

Raised Postoffice to Second Class. Recommended by Congressman Pat Harrison and backed by the people of Bay St. Louis, Mr. Saucier was appointed first by President Wilson eight years ago. After his first term, as an endorsement of his efficiency and excellent service, he was re-appointed to a second term. Under his administration the Bay St. Louis postoffice was raised from fourth class, 1915-1918, to second class on July 1, 1918, and to second class on July 1, 1918. This was due to increase of business and correspondingly increased postal receipts. The annual business of the local postoffice is now \$90,000.00.

Was Postmaster in 1893. But these two terms of office in the government's postal department were not Mr. Saucier's first. In 1893 he was appointed to the Bay St. Louis postmastership under President Cleveland. He took the office May 1st of that year and served four years and one month. He was recommended by Congressman Stockdale, of Sumner, when that part of the State was embraced in the local congressional district.

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MRS. JOHN N. STEWART ENTERTAINS AT RECEPTION.

In Compliment to Miss Katherine Maher, of New Orleans, Bride-Elect—Engaged to Marry Mr. Alfred LeBlanc, Former Summer Resident Bay St. Louis.

A beautiful social event of the week was the reception given by Mrs. John N. Stewart, Thursday afternoon at "Solutions" the beautiful home on the Bay St. Louis beach front, above St. Charles street. The function was in compliment to Miss Katherine Maher, of New Orleans, whose forthcoming betrothal to Mr. Alfred LeBlanc, also of New Orleans, was recently announced. Miss Maher is a member of the New Orleans young society set and is popularly known; a graduate from Newcomb College. Mr. LeBlanc formerly resided in Bay St. Louis during the summer period, building the home the property today of the Jewish Federated Clubs of New Orleans.

Receiving with Mrs. Stewart were in line Mrs. Joseph Carroll, Mrs. Frank Butler, Mrs. Marshall Ballard, Mrs. Gibbs Morgan, Mrs. Cartwright, Jr., Mrs. T. S. Johnson, Mrs. Joseph Elliott, Miss Josephine LeBlanc, Miss Amelia May, Miss Josephine LeBlanc, Miss Edna Stewart.

The affair was largely attended by ladies from New Orleans, Wayland, Pass Christian and Bay St. Louis.

BAY-WAYLAND VOICE HEARD IN FAR-OFF LABRADOR.

Message Sent by Geo. W. Steele, of Wayland Radio Station, Received at Wireless North Pole Station—Achievement Worthy of Note.

Geo. W. Steele, owner and operator of "5, N. J.", the powerful Radio plant of Wayland, recently received a telegram from the Houston Chronicle (Houston, Tex.), stating that word had come to them that the call of 5, N. J., had reached the far shores of Labrador, at the "W. N. P." (Wireless North Pole) station, which is over 3,500 miles from here. The call was perfect and the Chronicle congratulates Mr. Steele on his wonderful success in achieving that which an amateur deems the pinnacle of his ambition.

The lay mind may easily grasp the significance of the above from the mere standpoint of vast distance, if nothing else.

We are proud to have such a distinction and heartily add our congratulations to those of the Chronicle.

CHILDREN ARE FORBIDDEN TO DRIVE AUTO IN BAY ST. LOUIS.

Board of Mayor and Aldermen Fixes Age Limit—Must Have Permit From Board of Mayor and Aldermen—Can Be Recalled If Does Not.

The Echo having called attention to the danger of children driving automobiles in and around the city of Bay St. Louis, it is with considerable interest and satisfaction we note the Board of Mayor and Aldermen has very correctly come to the rescue with an ordinance that now eliminates such danger.

This ordinance, which is already a law, makes it unlawful for any boy or girl to drive an automobile, etc., unless if between the ages of 14 and 18 years of age the Board of Mayor and Aldermen grants, upon request, a special permit to do so.

There has been entirely too many children driving automobiles in and around the city and it is high time a halt was called.

RETURNS HOME FROM INTERNATIONAL TYPOGRAPHICAL UNION CONVENTION.

Mr. H. Frank Mattox, in charge of the linotyping department of The Echo, returned home Wednesday morning from Atlanta, Ga., where he spent two weeks, during which time he attended the annual meeting of the International Typographical Union, held in that city.

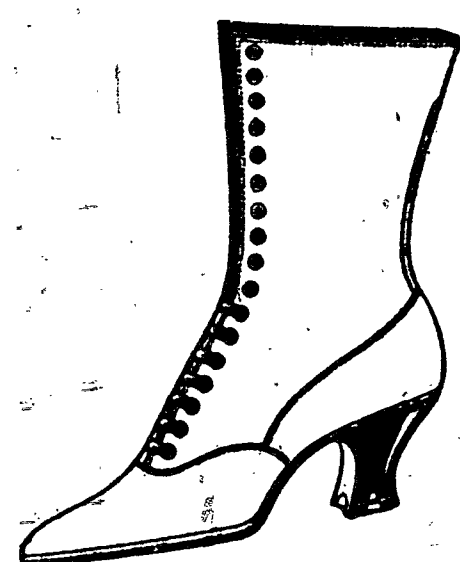
Mr. Mattox says one of the biggest questions discussed was the building of a home for retired printers and others, in this section of the country, as a branch of the Home at Colorado Springs. There was a strong element favoring the Mississippi Gulf Coast for the location of this home, as against Miami, Florida, and other points. Other places had organized effort for the location of the home, but so hard a fight was put up for the Mississippi Gulf Coast that the matter was almost favorably adopted, when it was finally carried to postpone the matter for another year.

GIANT PRICE-SPLINTERING BARGAIN

Prices Hit Bottom on Our Entire Shoe Stock! Smash
 Aside Cherished
 By Giving the People This Unheard of Chance to Buy the SHOES They Want

SALE STARTS SATURDAY MORNING, AUG. 27

Women's \$8 to \$12.50
 Stylish High Boots.
 Going at This Sale for



\$2.98
 PAIR

Bargain Supreme in Footwear of Exalted Quality. Something to please every preference. We have them in Black and Brown Vici Leathers, of all Sizes.

WOMEN'S \$8.00
 STYLISH WHITE KID **\$4.45**
 KING TUT STRAP SANDAL
 WITH LOW HEEL,
\$4.45

WOMEN'S EXPENSIVE PUMPS,
1.98

These Pumps were formerly marked at \$8.00 and \$10.00. Now you get them for only

1.98

One and Two Strap Pumps, Plain Pumps and Colonials.

There are High and Low Heel Pumps, in Patent Leather, Fine Kid, Soft Calf, Brown and Black.

\$3.50 STRAP CANVAS WHITE PUMPS,
 PAIR, AT

1.98

MORE VALUE FOR YOUR MONEY THAN EVER BEFORE.

\$1.98 BUYS WHITE KID PUMP AND OXFORDS WITH MILITARY HEEL,

1.98

\$4.00 TO \$4.50
 STYLISH STRAP PUMPS,
 PAT AND VICI LEATHERS,
 LOW HEEL,

2.98

"Princess Pat"
 Famous Walk-Over

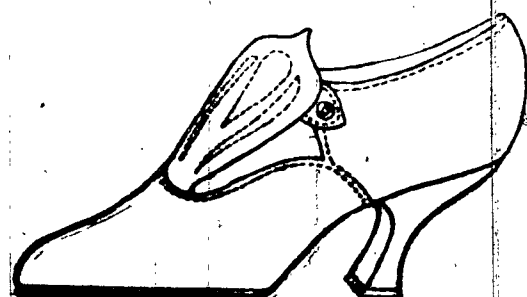


Men who do things must be rid of thought about their feet. Their shoes must be comfortable, and they must be in good style. That's why so many business men like the Princess Pat. It's a Walk-Over model and is comfortable. It has the style men want, and it certainly does wear.

FORMERLY \$7.00—NOW

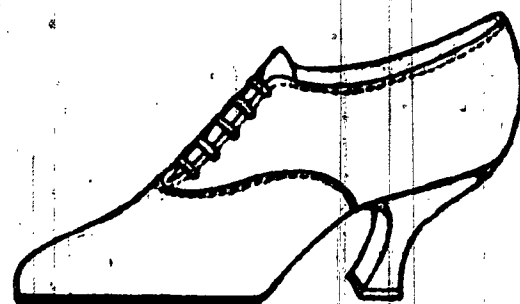
\$5.45

Women's Satin Cuban
 Heel Strap Pumps
 of the Best Quality



\$3.49

500 PAIRS



WOMEN'S WHITE CANVAS PUMPS,
 OXFORDS AND HIGH BOOTS,
 NOW GOING AT

98 cents

Free Air

If fresh air had to be bought, like exercise "courses," it would be the most popular tonic. If walking were made part of a health course, it too would be more popular.

A good walk—in shoes that do not cramp the feet; shoes that are neither too light nor too heavy, shoes that fit; in other words—Walk-Over Shoes—is the best form of healthful exercise. Walking, like air, is free. Try it.

ODD LOTS

Women's Expensive
 Pumps and Oxfords,

49 Cents Per Pair

Here is THE Supr

OF OUR WHOLE CAREER. THE BIGGEST
 IT BUBBLES OVER WITH RARE MO
 You have this Beneficial Opportunity to Buy S
 Prices Far Below Anything You Have Seen in

TO THE FIRST
 TWENTY-FIVE WOMEN
 WHO ENTER OUR DOORS

AT 9 O'CLOCK

DAY MORNING, AUGUST 27,

WE WILL SELL

WOMEN'S 75c SILK HOSE

AT

25c

Girls' \$6.00
 Dress Sandals,
 PAIR,

\$3.45

MEN'S \$7.00
 OFFICER SHOE,
 WITH VERY LOW HEEL,
 AT

\$5

This ought to remind you of old times! The
 Footwear for Comfort and Style—\$5.00

ODD LOTS
 MEN'S TENNIS,
 LAL AND OXFORDS,
 PAIR,

98c

NEVER BEFORE
 SUCH BARGAINS

98c

This sale offers a most unusual opportunity
 saving of money and getting the best. It will p
 in the Shoe line. Don't forget the day of begin

BOSTON SI
 Leader of LOW PRICES

No. 100 MAIN STREET, CORNER SECONI

For Boarding Students: Thursday, Sept. 6th.
For Day Scholars: Friday, Sept. 7th.

SALE OF SHOES FOR EVERYBODY!

g Wallop That Disregards All Precedent and Sweeps
siness Traditions!

t Smashing Prices Right Now Instead of After! Buy Now, Don't Hesitate.

TH, CONTINUES UNTIL SATURDAY, SEPT. 15

ne Selling Event

D BEST SALE WE EVER ATTEMPTED.
Y-SAVERS OF TIMELY IMPORT.

me Quality Pumps, Oxfords and Shoes at
ral Years. This Sale Is Without an Equal!

WOMEN'S \$8.00 TO \$10.00 DRESS
OXFORDS, IN BROWN KID.
WALK-OVER MAKE,

\$6⁴⁵

\$6.00 ARMY STYLE
WORK OR DRESS SHOE,
PAIR,
\$4.00

Don't confuse these Shoes with the
usual work shoes you generally see
at this price. These Shoes are far
superior in Leather, Fit and Work-
manship than any shoe on earth at
at the price. You'll agree with us
when you see them.

\$4.50 ARMY STYLE
WORK SHOE,
PAIR,
\$3.50
ARMY STYLE SOFT TOP
WORK SHOE,
\$3.25
A REAL BARGAIN.

WALK-OVER WOMEN'S STRAP PUMPS,
\$7.00 TO \$8.00—ON OUR SALE
THEY ARE GOING AT

\$5⁴⁵

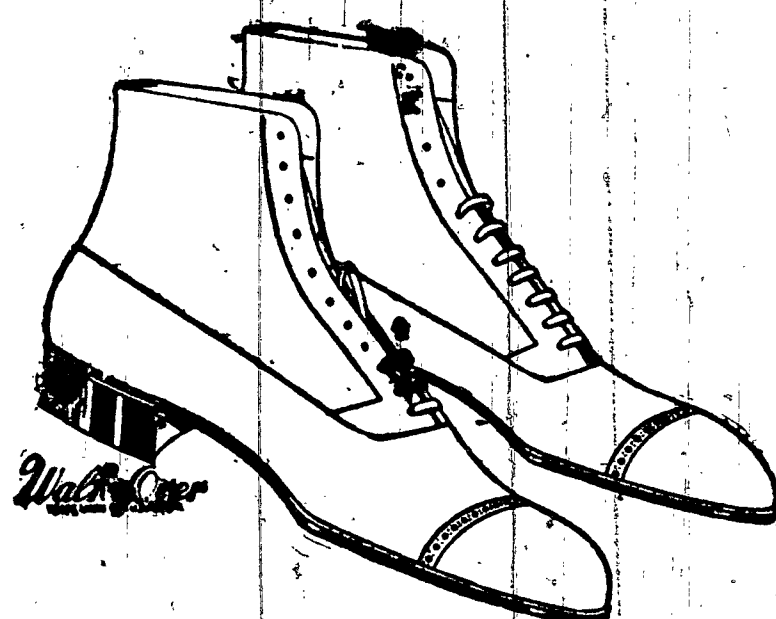
buy shoes for the entire family at a great
ou to call. We can supply you with anything
of sale, SATURDAY, AUGUST 25, 1923.

OE STORE,

nd Leader in **STYLES.**

REET, BAY ST. LOUIS, MISSISSIPPI.

"Rockwood"



You'll like it so well that you will want to wear
it all winter—and you can. That's the kind of
wear **Walk-Over** puts into shoes.

FORMERLY SOLD AT \$9.00,

Now \$6.45

The "Flash"

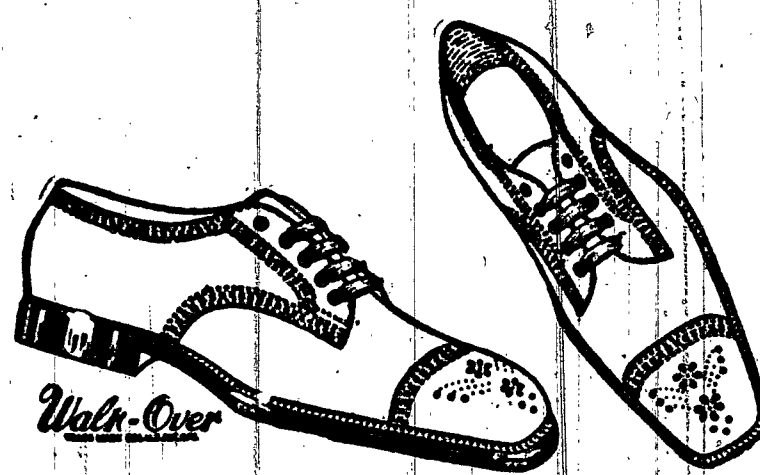


The Toe's the Thing! Shapely Squared,
Smartly Sloped, Triple Stitched and Pointed
Tip.

FORMER SELLING PRICE \$8.00,

Now \$5.85

"The Craft"



FAMOUS WALK-OVER,
FORMER PRICE, \$6.50,

Now \$5.45

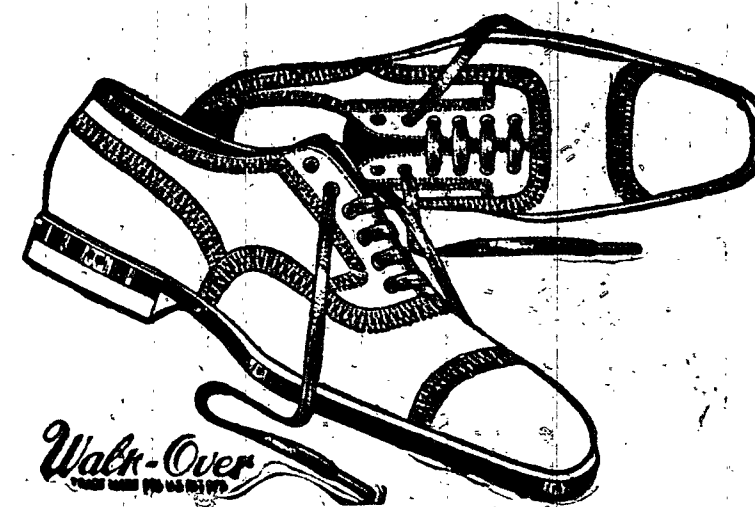
MEN'S HIGH-GRADE
SCOUT SHOES,
AT

\$2.25

SCOUT STYLE, TOP QUALITY.
BROWN ELK OUTING SHOES.

THE BEST PRODUCED.

The "Claridge"



YOU LIKE A SMOOTH-FITTING SHOE!
Well, you are going to give your feet that
feeling of a fine fit that puts alertness and
spring into your step, when you slip this **Walk-Over**
on. It is formed to the foot with the ex-
actness that men expect from any shoe mark-
ed **Walk-Over**. Ask for **CLARIDGE**.

ORIGINAL PRICE, \$11.00.

FOR THIS SALE,

\$7.45

MEN'S \$4.50 SHOES,

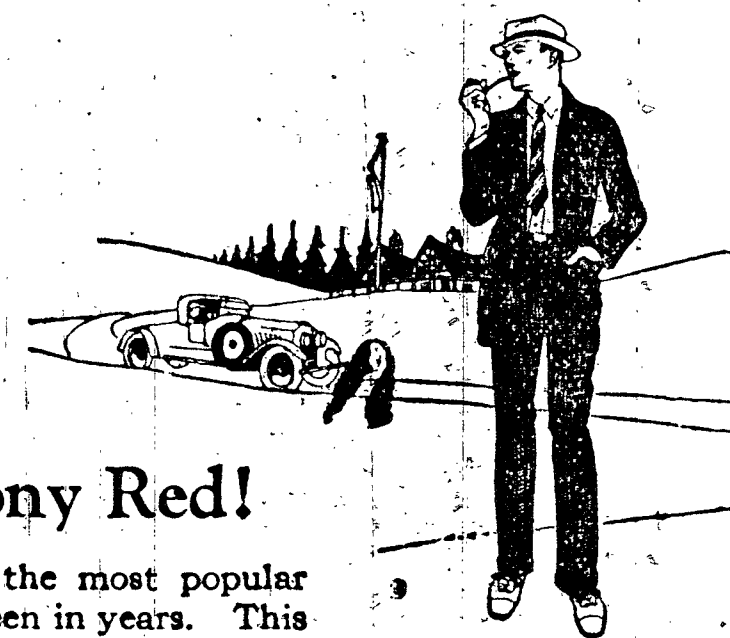
REDUCED TO

\$2.98

PAIR

Attractive, Sturdy Brown Calf Blucher or
Button Shoes, with Medium Toes and Rubber
Heels.

WALK-OVER



Tony Red!

One of the most popular
colors seen in years. This
Walk-Over oxford, the **Clar-
idge**, is a new reason why
you will like this color.
Staunchly stitched, with the
Walk-Over combination of
the French-English toe.

5 95

See this popular color in this
popular **Walk-Over** oxford.



Walk-Over

THE OLD RELIABLE

8

THE OLD RELIABLE

8